

Message Text

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73

ORIGIN STR-08

INFO OCT-01 EA-11 ISO-00 EB-11 TRSE-00 COME-00 OMB-01 H-03

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DRAFTED BY STR:HFPROPPS/DLF

APPROVED BY STR:AMB. WDEBERLE

OT:THGEWECKE

TREASURY;BIRVIN

EA/J:WPIEZ

COMMERCE: CJOHNSTON

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P 042238Z DEC 73

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO PRIORITY

UNCLAS STATE 237432

SUBJECT: CONGRESSIONAL INQUIRY REGARDING TOYOTA PRICE POLICY

1. WASHINGTON POST NOV 25 CARRIED FOLLOWING UPI DESPATCH DATED
NOV. 24:

"TOYOTA, JAPAN'S LARGEST CAR MANUFACTURER, TODAY RAISED THE
RETAIL PRICES OF ALL MODELS BY AN AVERAGE OF 7 PER CENT.
BUT A SPOKESMAN FOR TOYOTA MOTOR SALES, THE FIRM'S SALES
SUBSIDIARY, SAID THE PRICE INCREASES WILL APPLY ONLY IN
JAPAN.

"THE INCREASE WILL RAISE THE PRICE TAGS OF TOYOTA CARS,
TRUCKS AND VANS BY AN AVERAGE OF 78 DOLS."

2. IN LETTER TO AMBASSADOR EBERLE CONGRESSMAN VANIK, OHIO,
MEMBER WAYS AND MEANS COMMITTEE, REFERS TO THIS DESPATCH
AND MAKES FOLLOWING COMMENT AND REQUEST:

"AS PRINTED, THE ARTICLE WOULD SEEM TO INDICATE THAT
SERIOUS DUMPING OR UNFAIR COMPETITION ISSUES MAY BE
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RAISED BY TOYOTA'S ACTION.

"COULD YOU PLEASE ADVISE ME, AS SOON AS POSSIBLE, AS TO THE CIRCUMSTANCES SURROUNDING THIS ACTION BY TOYOTA. IF THE ARTICLE AS PRINTED IS CORRECT, WHAT ACTION IS THE UNITED STATES TAKING? I HOPE THAT THIS INFORMATION WILL BE MADE AVAILABLE PRIOR TO THE DEBATE IN THE HOUSE OF REPRESENTATIVES." (DEBATE TO WHICH CONGRESSMAN VANIK REFERS IS ON BILL FOR TRADE REFORM ACT, SCHEDULED FOR NEXT MONDAY AND TUESDAY, DEC. 10-11.)

3. TO DATE TREASURY HAS HAD NO INDUSTRY COMPLAINT OF DUMPING BY TOYOTA AND NO ANTIDUMPING INVESTIGATION IS IN PROGRESS.

4. TOYOTA HAS NOT APPLIED FOR AUTHORIZATION INCREASE U.S. RETAIL PRICES.

5. EMBASSY IS REQUESTED LOOK INTO BASIS FOR UPI DESPATCH AND REPORT BY COB DEC 6 FACTS RELEVANT TO CONGRESSIONAL INQUIRY. IN PARTICULAR, HAS EX-FACTORY PRICE IN YEN, CURRENT MODEL TOYOTAS BEEN ALTERED SINCE THEIR ORIGINAL ANNOUNCEMENT FOR THOSE (A) DESTINED FOR INTERNAL MARKET OR (B) SOLD FOR EXPORT, OR (C) BOTH-- AND, IF SO, BY HOW MUCH.
KISSINGER

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